As marketers striving to share useful and relevant content, we keep our ears to the ground listening for clues that help us meet the needs of people like you. Lately, we’ve heard many of our friends indicate that they feel challenged by Twitter with statements like, “I still don’t understand that Twitter stuff” and “Twitter doesn’t make sense to me.” And, with stats showing that the millennial generation, followed by Generation X, leads usage on Twitter, it’s no surprise that many of these indications come from Baby Boomers. So, we decided to create a guide with Baby Boomers in mind, but that will certainly be of interest to anyone seeking more tips on social media.

-Kelly Pritchett, DMA Solutions

Communication has shifted ...

from the art of penmanship and face-to-face interactions to greater use of online platforms like Facebook, Twitter, Pinterest and LinkedIn, among many others. Each of these digital realms offer value in their own way and like tools in a carpenter’s bag, they can be used to build powerful networks and meet goals of all kinds.

This guide in particular will sort through the many facets of Twitter and how it can be leveraged to meet your needs and preferences.

Big Numbers!

200 million active users on Twitter

400 million tweets per day

Twitter is a real-time information network that connects people to the latest stories, ideas, opinions and news.

-Twitter.com
What is Twitter?

Twitter.com defines itself as “a real-time information network that connects people to the latest stories, ideas, opinions and news” about whatever they like. In other words, Twitter is a digital platform on which people send 140-character messages called “Tweets” to their network of followers.

Tweets can be about anything and often include photos and links to external websites. Depending on user settings, Tweets can be publicly viewable or only available to a user’s allowed followers. Twitter can be leveraged for personal or business purposes. Some people “tweet” random thoughts, favorite quotes or photos of the beautiful meal they just prepared, while others send tweets requesting or providing information about products or services.

Did You Know?

Tweeting, or sending tweets, is known as a form of microblogging.

Included as part of this ebook, we walk you through Twitter’s user interface so you can comfortably navigate the Twitterverse!

Here are some example tweets:

@TheCoreBlog: DMA’s Marketing Blog Twitter Handle

The Core Blog @TheCoreBlog
Prove yourself wrong and maintain a competitive advantage: #smm ow.ly/nhD1Y

@CNBC: CNBC’s (Business Worldwide) Twitter Handle

CNBC @CNBC
BREAKING: Federal prosecutors preparing to announce criminal charges as early as this week against SAC Capital, @NBCNews has learned.
Why should I care about Twitter?

Contrary to popular belief, Twitter is not just a place for celebrities and people talking about what they had for breakfast. One of the most common uses for Twitter is to share valuable content found in blogs, videos, news articles and other online resources. Advocates for everything from healthy lifestyles and politics to the arts and sciences circulate morsels of information that inspire, educate and build relationships.

Information - As former United States President Ronald Reagan said, “Information is the oxygen of the modern age.” Twitter provides access to information about anything. Considering buying a new Cadillac? Connect with @Cadillac on Twitter to find out more about their current offers, view photos of their fleet or ask them questions. Or, search the #cadillac hash tag to read the stories of consumers who have experienced owning a Cadillac first hand. Once you’ve made the purchase, share your own experience and return the favor. In fact, you might just make some new friends along the way.

140 Characters!

Tweets (messages on Twitter) may only contain 140 characters at a time.

Visit fly.twitter.com to see how users discover really cool things!

How @JetBlue Made a Repeat Customer on Twitter

When a @JetBlue follower tweeted the company asking for his theme song to be played on the terminal when he boarded his flight, Jet Blue granted his request and totally WOWed him, gaining his loyalty. The follower became a repeat customer when he and his new bride used Jet Blue to travel to their honeymoon destination.
News – One of the greatest benefits of Twitter is that users have access to millions of stories across the globe. From breaking news to continued conversations about ongoing issues, Twitter offers opinions and updates on everything you find interesting. In fact, 36% of Americans say they are integrating digital and traditional sources of information to keep up with what’s happening (Pew Research Center).

Staying Connected - Even if you’re not about to purchase a new car or prefer to get your information from other mediums, perhaps you have adult kids or grandchildren who tweet. Twitter is a great way to keep up with family on a daily basis, especially in the case that you live counties, states or countries away from one another.

Causes - Whether you care about finding a cure for breast cancer, raising money for salad bars or supporting #localfarms, Twitter offers a way to build communities and promote philanthropic efforts. As you engage others, the power of virality will kick in and help your good works soar. Visit stories.twitter.com to read success stories of how Twitter helps make the world a better place.

Business - People on Twitter share their thoughts on things they care about, including the products or services you consume, or better yet, sell. That means your company has valuable opportunities to gain market insights by listening to what your audience and competitors are saying about you. The ability to search for hash tags and keywords related to your business allow you to build meaningful relationships with customers and influencers AND provides the medium for continued conversations. Some companies like Jet Blue and Chobani have even converted their Twitter followers into brand loyalists by creating extraordinary customer experiences. In fact, 71% of social media participants say they are more likely to purchase from a brand they follow online. For other success stories on Twitter, visit business.twitter.com.

I use Twitter to share information, but I use it more to listen in. I find great information, spot trends, and get in on conversations that resonate with my industry and my role as a CEO. Twitter has been a great listening tool for Frieda’s as well. Our team has successfully used Twitter for both customer service and consumer education. And as I’ve learned from experience by having two Millennial daughters; if you want to talk to Millennials, then you need to be on Twitter!

-Karen Caplan, CEO, Frieda’s Specialty Produce
@Karen_Kiwi
@FriedasProduce
Do I have to tweet to find value in Twitter?

No. Depending on your goals for Twitter, you may want to tweet as little as once a day, as much as 20 times a day or not at all. Some people like to share play-by-play updates about their real-time experiences, while others prefer to “lurk,” or simply soak in the information provided by others through the use of hash tags, which connect people and discussions with a keyword. If you’re tweeting for a business, you’ll want to offer substance to followers by tweeting fun facts, discounts or other relevant information at least once a day. Whether you tweet once an hour, once a year or never, you still have access to as much or as little real-time information as you’d like, so regardless of your tweet frequency, there’s value in this platform as it provides focus group-like intelligence.

Knowing that Baby Boomers grew up in an era of reform and challenged the status quo, we’re betting that you have valuable insight that the Twitterverse would love to hear!

Hootsuite and Tweetdeck allow users to manage multiple Twitter accounts, as well as other social networks all in one place.
OK, so how do I use this Twitter thing, anyway?

It’s easy! First, create your account by following the steps below.

- From a PC, visit www.twitter.com.
- Enter your full name, email address and preferred password, and click the Sign up for Twitter button.
- Create a username. This will be your Twitter handle.
- Click Create my account and complete the Captcha (Completely Automated Public Turing Test to Tell Computers and Humans Apart) to prove that you are a human.
- Check your email and click the link in your confirmation email from Twitter to confirm your account.

Next, fill out your profile by adding a thumbnail headshot, a background header image and a little bit of information about yourself to ensure others that there is a real person behind the profile (and not a robot). This can be done by selecting Edit Profile from the dropdown menu in the top right navigation on your main Twitter page.

Then, “follow” other Twitter users to populate your stream of tweets that appears on your main Twitter page. Remember, you can unfollow a user at any time by clicking on their username, hovering over the Following button and clicking it when it says Unfollow.

Finally, start tweeting! Share what’s on your mind by typing in the Compose new Tweet … box. Remember, you only have 140 characters at a time, so keep it concise.

Shrink the Links!

Use a URL shortener like bitly.com to condense a URL and copy and paste it into your tweet to save on characters.

On the Go?

Download the FREE Twitter app for your mobile device so you can stay connected as you experience life away from your computer. The app is available for iPhone, iPad, Android, BlackBerry and Windows 7. From your mobile device, visit the App Store or twitter.com/download to get the app.
Twitter Profile: The Core Blog

This screenshot below will help you navigate the Twitter User profile interface. It can be overwhelming at first, but the more you involve yourself in Twitter, the easier it will get!

*In this experiment on Promoted Tweets, linking to a photo increased engagement by 120% and clicks by 350%.
Terms to Know...

**Direct Message** – A private message sent to a Twitter follower that cannot be publicly seen by other Twitter users.

**Follower** – A Twitter user that subscribes to another user’s tweets.

**Hash Tag** – A pound sign (#) combined with a word or many words to categorize tweets about the same topic. The use of hash tags makes it easy for users to engage with others who have similar interests. By clicking on a hash tagged word, users can see all other tweets marked with that hash tag.

**Hash Tag Meme** – A hash tag created and added to the end of a tweet to add details such as location, emotions or humorous comments to a tweet. Memes are often NOT created for the purpose of categorizing tweets about the same topic in order to engage with other users as these hash tags are not universal.

**Trends** – Topics that are being talked about more often than others, often including breaking news in real-time and calculated by Twitter’s special algorithm.

**Tweet** – A 140-character message sent by Twitter users. Known as a form of microblogging, tweets allow users to make their point concisely and still link to photos, videos and external websites.

**Twitter Handle** – The username of someone with a Twitter account. These will be formatted with the “@” sign followed by the designated name. Ex. @thecoreblog

**Twitter Party** – Also known as a Tweetchat, these are live streaming conversations composed of tweets marked with the same hash tag. These conversations are often moderated by one or two main Twitter users and include a series of questions to inspire conversation.

**Reply** – A response to another Twitter user’s tweet facilitated by clicking the Reply arrow often found in the bottom right corner of a tweet.

**Retweet** – A re-posting of someone else’s tweet that often includes the letters “RT,” the original poster’s Twitter handle and perhaps a comment by the person re-posting the tweet.

**Helpful Hint:**

Talk to people as if you are talking to them face to face and use their first name, if possible.
Thanks for reading our E-book!

Still Need Help with Twitter?
We're happy to help! Contact us to set up a free consultation on sorting through the Twitter interface.

DMA Solutions, Inc. is a leading creative marketing firm in the fresh produce industry. Our mission is to inspire consumption of fresh fruits and vegetables one creative idea at a time. We work as integrated members of our clients’ teams to achieve their marketing goals without limits. With a successful track record in fresh produce, DMA is skilled at executing custom-tailored messages to both trade and consumer audiences.

From traditional sales and marketing campaigns to cutting edge digital and social media promotions, DMA provides a full spectrum of marketing services to fit each of our client’s individual needs. To learn more about DMA Solutions, our work and our team of creative marketers, visit www.dma-solutions.com

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